



**International Union of Marine Insurance (IUMI)  
Annual International Conference 2018  
Cape Town 16 - 19 September**

**SPONSORSHIP DOCUMENT**



## Why Sponsor IUMI 2018?

More than 500 marine insurance experts as delegates and 150 accompanying persons from across the world are expected to attend over four days of the Annual Conference.

- The Conference is the world's biggest international marine insurance forum and the cornerstone of all IUMI activities.
- The Conference is organised each year by a different host country. This will be the first time in the 144-year history of IUMI that this conference is held on African soil.

### HIGHLIGHTS OF THE IUMI ANNUAL CONFERENCE ARE:

- Workshops compiled by IUMI's technical committees and the IUMI Political Forum.
- Statistical data and analysis of marine casualties (sea and land).
- Discussion of new methods of loss prevention.
- Sector developments and trends from a national and international standpoint.
- Prominent figures from the international shipping community, major corporations, international organisations, classification societies and marine experts will be invited as guest speakers to enable them to share their views and experience with insurance experts.

### CAPE TOWN - AN INSPIRING PLACE TO MEET

Cape Town is one of the leading cities in Africa, the second most populated city in South Africa and the legislative capital of the country.

It is an economic powerhouse with a good climate, spectacular natural beauty, a fine academic legacy and an impressive portfolio of history-makers. Professor Chris Barnard performed the world's first successful heart transplant in Cape Town and Nelson Mandela made his first public appearance here after being released from prison. It is inspiring leaders like this that have helped to carve out the knowledge economy that has made Cape Town an ideas centre for Africa and beyond. Here, at the crossroad of the most important trade routes, situated at the gateway to Africa, an innovative local government initiative to slash red tape and fast-track logistics, is positioning Cape Town as the business hub that consistently outperforms the rest of the country in terms of economic growth.

The city is set within the unique Cape floral kingdom and is surrounded by the historic winelands of the Western Cape that have earned the city its reputation as a gastronomic destination. Iconic Table Mountain forms the backdrop of the CBD that runs down to its famous harbour and Table Bay. Add

to this natural beauty an interesting cultural diversity and a creative spirit and you discover why Cape Town is Africa's most popular tourist destination and the number one Convention City in Africa and the Middle East.

There are hundreds of reasons why Cape Town was voted as the #1 Convention City, and why it was voted by the Daily Telegraph as their Favourite World City. With all the charm and ingenuity of a developing nation, yet underscored by sophistication and technological prowess to rival a modern city in the world, Cape Town just may be the best-kept secret of experienced travellers. Every year Cape Town hosts two mega international events that attract over 35000 participants each – the Cape Town Cycle Tour, the world's largest timed cycle race, and the Cape Town International Jazz Festival, the 4th largest jazz festival in Africa.

Cape Town International Airport (CTIA) is Africa's most award-winning airport. As Africa's 3rd largest airport it processes over 8 million passengers annually with over 50% of the country's air passengers passing through the airport. Located approximately 20 kilometres from the city centre, the airport has domestic and international terminals, linked by a common central terminal.

The new Integrated Rapid Transit (IRT) System offers international visitors a scheduled bus service between the city centre, the airport and selected suburbs in Cape Town.

MyCiTi is Cape Town's safe, reliable convenient bus system. It is the perfect way to connect with the city from the airport and to explore some of the destinations Cape Town has to offer. The MyCiTi inner-city bus service provides convenient transport to hotels, accommodation nodes, restaurants, entertainment areas, etc.

International Travellers who have permanent residence outside South Africa may apply for a visa to visit the country for tourism or business purposes for 90 days or less.

Requirements for the visitor's visa differ from country to country so enquires should be made at the nearest South African mission or consulate abroad. For more information, please visit: <http://www.dha.gov.za/index.php/immigration-services/apply-for-a-south-african-visa>

### CAPE TOWN WEATHER

Due to its coastal position, Cape Town enjoys a temperate Mediterranean type climate for most of the year. Summers can be very hot, although often moderated with a cool sea breeze and mid-winter can be very cold with snow falling in the surrounding

mountains. However, whichever time of year you choose to visit Cape Town, expect a surprise or two - Cape Town is known to have four seasons all in one day.

Many visitors choose to visit the Cape in its 'off-season' during spring in September and autumn in April. Days are a pleasant temperature, cooling towards evening, but often more enjoyable for visitors not accustomed to the heat. In Spring the famous West Coast flowers put on a dazzling display of colour and whale watching is at its best.

### THE CONFERENCE VENUE

The conference will be held at the Cape Town International Convention Centre (CTICC), one of the flagship conference centres in South Africa. This multi-purpose venue offers a comprehensive array of services, playing host to prominent global conferences, trade shows, concerts and celebrated stage productions.

The vision for the centre was first conceived in the late 1990s when it was recognised that a truly international convention centre would fill a perceptible gap in the city of Cape Town's tourism infrastructure, with the potential to deliver a phenomenal impact on the local, provincial and national economy. As a result, the CTICC was founded, with the City of Cape Town and the Provincial Government of the Western Cape as its largest shareholders – effectively putting ownership of the centre in the hands of the people of the city.

With the iconic presence of Table Mountain in the background and a stone's throw from the Atlantic Ocean, the Cape Town International Convention Centre (CTICC) offers a unique combination of world-class venues and facilities, service-orientated flexibility and professional staff committed to exceed the expectations of our clients and their guests.

This multi-purpose convention centre was designed to amaze you with the possibilities – providing highly advanced technology services, large-scale capacity venues, fully equipped boardrooms and on-site five-star accommodation. Accommodation for delegates will be provided in 4\* and 5\* hotels, within walking distance from the conference venue. Interesting locations have been secured for the two main functions held during the conference, as well as numerous facilities in the Waterfront, where private functions can be held.

## How to Sponsor?

### CONFERENCE SPONSORS

IUMI 2018 will have 5 tiers of sponsorship

- PLATINUM
- GOLD
- SILVER
- BRONZE
- COPPER

### SOCIAL PROGRAMME AND EVENTS SPONSORSHIP

A number of functions are held during the conference to host invited guests and conference delegates.

### EXHIBITION AND BRAND

An exhibition hall is set up where delegates can interact with Exhibitors. Items can be sponsored such as conference bags, umbrellas and conference gifts.

### PRICING

The cost of the various sponsorship options are as follows:

### CONFERENCE SPONSORS

<b>Platinum</b>	<b>ZAR 580 000</b>
<b>Gold</b>	<b>ZAR 300 000</b>
<b>Silver</b>	<b>ZAR 200 000</b>
<b>Bronze</b>	<b>ZAR 100 000</b>
<b>Copper</b>	<b>ZAR 30 000</b>

### EVENTS SPONSORS AND BENEFITS

<b>Press Lunch</b>	<b>ZAR 20 000</b>
Sunday, 16th September 2018 Anticipated audience: 30	
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Recognition as the Press Lunch sponsor on the conference website</li> <li>- Organisation name and logo displayed at the entrance of the venue</li> <li>- Organisation name recognition in the conference programme</li> <li>- Organisation name and logo recognition on invitation letters</li> </ul>	

<b>Welcome Reception</b>	<b>ZAR 350 000</b>
Sunday, 16th September 2018 Anticipated audience: all attendees – Approx. 750 people Exclusive sponsorship	
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Recognition as the Welcome Reception sponsor on the website</li> <li>- Organisation signage displayed at the entrance to the Welcome Reception ( Max size: 2m high by 1m wide)</li> <li>- Organisation name and logo printed on all invitations</li> <li>- Verbal acknowledgement as Welcome Reception sponsor during the Welcome ceremony</li> <li>- Five minute speaking opportunity</li> </ul>	

<b>First Timers Reception</b>	<b>ZAR 80 000</b>
Sunday, 16th September 2018 Anticipated audience: 100	
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Recognition as the First Timers' Reception sponsor on the conference website</li> <li>- Organisation name and logo displayed at the entrance of the venue</li> <li>- Organisation name recognition in the conference programme</li> <li>- Organisation name and logo recognition on invitation letters</li> </ul>	

<b>Secretaries' Dinner</b>	<b>ZAR 80 000</b>
Monday, 17th September 2018 Anticipated audience: 40	
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Recognition as the Secretaries' Dinner sponsor on the conference website</li> <li>- Organisation name and logo displayed at the entrance of the venue</li> <li>- Organisation name recognition in the conference programme</li> <li>- Organisation name and logo recognition on invitation letters</li> </ul>	

<b>Grand Finale</b>	<b>ZAR 750 000</b>
Wednesday, 19th September 2018 Anticipated audience: all attendees – Approx. 750 people Exclusive sponsorship	
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Recognition as the Grand Finale Dinner sponsor on the conference website</li> <li>- Organisation name and logo displayed at the entrance of the venue</li> <li>- Organisation name recognition in the conference programme</li> <li>- Organisation name and logo recognition on invitation letters</li> <li>- Five minute speaking opportunity</li> </ul>	

### SHOWCASE SPONSORSHIPS

<b>Delegate Lunches</b>	<b>ZAR 80 000</b>
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Branded signage (logo) at lunch venue</li> <li>- Logo on conference website, with link to company's web page</li> <li>- Name recognition as sponsor in conference handbook at the relevant lunch break</li> </ul>	

<b>Coffee Breaks</b>	<b>ZAR 50 000</b>
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Branded signage (logo) at coffee break venue</li> <li>- Logo on conference website, with link to company's web page</li> <li>- Name recognition as sponsor in conference handbook at the relevant coffee break</li> </ul>	

<b>Coach Transfers to Functions (per function: Welcome Reception or Grand Finale)</b>	<b>ZAR 150 000</b>
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Logo recognition in conference handbook per function</li> <li>- Logo on conference website, with link to company's web page</li> </ul>	

<b>Conference Bags</b>	<b>ZAR 130 000</b>
<b>Benefits</b>	
<ul style="list-style-type: none"> <li>- Logo on conference website, with link to company's web page</li> </ul>	

### EXHIBITIONS

<b>Exhibition Stands</b>	<b>ZAR 5000 per m<sup>2</sup></b>
Stands available (subject to availability)	
3x2m <sup>2</sup>	ZAR 30 000
3x3m <sup>2</sup>	ZAR 45 000



## Conference Sponsorship Packages and Benefits

### CONFERENCE SPONSORS

	Platinum	Gold	Silver	Bronze	Copper
<b>Sponsor Fee</b>	R 580 000	R 300 000	R200 000	R100 000	R30 000
Logo recognition in all emails and newsletters to delegates	★	★	★	★	★
Logo recognition on the conference website, with a link to company's page	★	★	★	★	★
Logo recognition on the back of the conference handbook	★	★	★	★	★
Logo recognition on sponsorship acknowledgement board on-site (banner wall)	★	★	★	★	★
List of delegates two weeks in advance of conference	★	★	★	★	★
*Advertising in conference handbook	Full Page (inside front / back covers)	Full Page	Half Page	Quarter Page	Quarter Page
Site at exhibition area	9 square m Site of choice	6 square m Second choice	6 square m	6 square m	6 square m @ half price ZAR15 000
Verbal acknowledgement as a sponsor during the Opening and Closing Ceremonies	★				
A flyer to advertise sponsor's company, placed in each conference bag	★	★	★		
The logo of your company on a key conference item of sponsor's choice (e.g. badge lanyards, pens, notepads)	★				
Free passes to the conference and all social programmes	4**	3**	3**	2**	1**

\* Standard size of IUMI Conference booklet is 18cm x 13cm

\*\* Sponsors can negotiate discount rates for larger delegations with the organisers on a case by case basis

## Find Out More

Please contact the IUMI Annual Conference 2018 Conference Office to discuss your requirements and register your interest. Limited Sponsorship packages will be reserved on a first come first served basis. Please note that aforesaid benefits do not fully apply to companies that offer brokerage services.

### SPONSORSHIP MANAGER

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### CONFERENCE ORGANISER CONTACT

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### CONFERENCE WEBSITE

www.iumi2018.com

## IUMI 2018 Local Organising Committee

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